



@ Home World Expo  
**FUTURE LIVING**

14-15-16

November 2019

Bombay Exhibition Center  
Mumbai, India

[www.athomeworldexpo.com](http://www.athomeworldexpo.com)

# @HOME WORLD EXPO

## – FUTURE LIVING

A truly international platform, @Home is positioned as a strategic converging event for manufacturers from all over the world who would like to showcase their comprehensive range of products and designs to India's top importers, chain stores, hyper markets, trading houses, e-retailers, agents and distributors. In India's huge home décor market which is growing at 20% per annum,

@Home is the platform to help you identify potential business partners, showcase new & unique innovations for the relevant market, interact and network with bulk buyers, discover new selling opportunities and enhance your brand image within the industry and market.

@Home will look to provide solutions for your entry into India with respect to meeting and interacting with new buyers and potential business partners in a region which is soon expected to become one of the world's largest consumer and exporter of home décor products.

The successful past edition of this fair is testimony that a deep industry knowledge coupled with our experience in bringing together high quality exhibitors and buyers come together to create a truly unique sourcing platform.



@Home is a focused integrated platform for products, offering comprehensive solutions and which fulfils all requirements via focused sectors. The fair will be held in Mumbai – India's **commercial and retail capital** to create most impactful networking opportunities.



@Home will see companies present the latest homeware concepts, trends, technology, innovations and equipment, keeping buyers aware of the latest trends in industry as well as **explore new products to increase and satisfy consumer demand.**



@ Home World Expo  
**FUTURE LIVING**



@Home platform invites you to participate in international country pavilions, launch your latest products and innovations and **expand your business network into India** – one of the world's largest and fastest growing consumer markets.



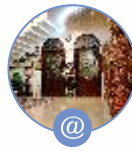
@Home as a global convergence hotspot with international exhibitors makes it a **truly international B2B sourcing event** for the discerning Indian buyer.

@HOME  
WORLD EXPO

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## Décor @Home

- The home market is worth about \$20 billion, of which furniture comprises 75% with décor and the remaining 25% being pure home décor items.
- India's online home & furniture market was around \$1 billion in 2017 and expected to grow at 36%
- India celebrates 51 festivals a year and imports of festival décor, LED lights, lanterns, etc. are booming with offline & online purchases for festivals.



## Furniture @Home

- The Indian furniture market is expected to grow in worth to over \$ 27 bn. by 2022 from \$ 18 bn. in 2015 and, currently, India is the 14th largest market in the world.
- In furniture, out of 40%, larger items such as sofa, beds etc. comprise 25% and the rest are small furniture items such as linen, bar table, chairs, stools, etc.



## WHY INDIA

India's \$2 trillion economy is the **fastest growing major economy in the world** (IMF) as well as the 7th largest in the world.

India's per capita income has been growing at a consistent rate of approximately 8% over the last 11 years

India's total consumption expenditure will reach US\$ 3,600 bn by 2020 from US\$ 1,824 bn in 2017 & reach US\$ 6,000 bn by 2030 making India **3rd largest consumer market in the world after the U.S. & China.**

With the world's youngest working population, **India's consumption story will boom in the next 20 years**, driven

by its 440 mn millennials & 390 mn Gen Z.

India's middle class is expected to increase multiple times, from 50 mn in 2007 to 583 mn people by 2025 and over 23 mn (more than entire population of Australia) will be among India's wealthiest citizens.

India is one of the **fastest growing in terms of digital adoption.**

The McKinsey Global Institute (MGI) says India's Digital Index rose 56% (2014-2017), from 18 to 29 on a scale of 1-100, placing India 2nd in terms of growth among 17 emerging and mature digital economies.

## Table And Glassware @Home

- India's tableware market is pegged at around \$1.4 billion.
- India's crockery market is worth around \$276 million



## Smart Lighting @Home

- 'Smart' LEDs are expected to be a \$ 600 mn market by 2022 with smart LED and LED home lights to replace 'standard' LEDs in the next 10 years in India.
- Lighting market accounts for 39% of the home automation market thus being the second largest segment in the market (after security market at 45%).
- 60% of the lighting market is dominated by the organised players.



## Wellness @Home

- The wellness industry is expected to reach \$ 23 billion market by 2020, and growing at 12% for the next 5 years.
- Wellness and preventive health care is expected to nearly double by 2020, beauty care and nutritional care would retain their share while fitness and rejuvenation would significantly increase their market share.



## Adventure & Fitness @Home

- Outdoor gear market is ~\$2 bn. with 12% sales growth and expected to touch \$8.4 bn. by 2020.
- Sports & fitness goods are expected to reach \$5.5 bn. by 2023 from \$3.3 bn. in 2017, growing 9% from 2019-23.



## Kitchen Essentials and Bathroom Accessories @Home

- The Kitchen segment stands at \$2.9 bn. with organised kitchen market currently at \$161 mn.
- The premium segment at \$44 mn is growing at 18% y-o-y and modular kitchen industry stands at around \$367 mn.
- The sanitaryware and bathroom fittings industry in India together is estimated to be valued around \$882 mn.



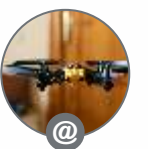
## Automation & IoT @Home

- The home automation market is expected to reach \$1.35 bn. by 2018-19.
- Segment wise, residences comprise 60% (growing 35-40%), bungalows account for 75-80% and builders ~20%
- IoT market is expected to grow from \$1.3 bn. in 2016 to \$9 bn. by 2020.



## Smart Security @Home

- Due to increasing smartphone connectivity and awareness, Indian home buyers are very security conscious and expect smart homes to provide modern security amenities such as cameras, video door monitoring, motion sensors, smart door locking systems, home surveillance, etc.
- The security systems market is the largest product segment in India's home automation market with 70% of the market comprising organised players.
- The security and surveillance market in India stands at \$1.38 bn.





### | Décor @Home

- Contemporary Handicrafts
- Decorative Handicrafts
- Silverware and Brassware
- Ceramicware and Porcelain
- Stoneware and Pottery
- Antique and Vintage Collection
- Paintings, Sculptures and Murals
- Frames
- Landscape/Mirrors/Photos
- Decorative Clocks and Timepieces
- Idols and Figurines
- Carpets, Durries, Rugs and Mats
- Blinds, Shades and Shutters
- Garden and Balcony Accessories
- Artificial Flowers and Plants
- Candles and Candle Holders
- Vase and Vase Fillers
- Barbeque Accessories
- Fireplace Accessories
- Posters
- Decorative Stickers
- Decorative Bowls & Trays
- Keyholders
- Trinkets
- Jewellery Boxes
- Door Knockers and Bells
- Feng Shui Products
- Festive Decorations

### | Tableware & Glassware @Home

- Silverware
- Silver/Gold Plated Tableware
- Ceramicware
- Porcelain Tableware
- Flatware and Metalware
- Buffet Equipments
- Disposable Tableware
- Decorative & Functional Glassware
- Table Decorations and Accessories
- Bar Accessories
- Plastic and Metal Cutlery
- Table Service Equipments
- Table Linen
- Functional Glassware
- Crystal Glassware
- Glass Cutlery
- Plasticware



### | Kitchen Essentials and Bathroom Accessories @Home

- Pressure Cookers
- Steamers
- Stainless Steel Skillets
- Cast Iron Skillets
- Pots and Pans
- Grill and Baking Sheet Pans
- Bakeware
- Knives and Slicers
- Chopping Boards
- Graters and Peelers
- Colanders and Strainers
- Spatula and Stirring Spoons
- Trivets, Tongs and Clippers
- Measuring Cups and Spoons
- Trash Bins
- Kitchen Linens
- Kitchen Scales
- Kitchen Organisers
- Bath Rugs and Mats
- Bathroom Canisters
- Bathroom Shelves
- Bathroom Trays
- Bathroom Storage Cabinets
- Shower Curtains and Rods
- Bathroom Stools
- Bathroom Mirrors
- Cleaning Supplies
- Food Storage Containers
- Bathroom Cosmetic Organisers



### | Wellness @Home

- Aromatic and Fragrance Products
- Massage Products and Equipment
- Incense Sticks, Holders and Burners
- Therapeutic Products
- Potpourri and Potpourri Holders
- Essential Oils and Bath Products
- Spa Products and Equipment



### | Smart Security @Home

- Smart Locks and Lockers
- Smart Sensors
- Access Control
- Alarm Monitoring Systems and Intrusion
- Biometrics
- Surveillance Cameras
- Video Surveillance/CCTV
- Document Security
- Electronic/Card Key
- Management Software and Video Analytics



**| Furniture @Home**

- Living Room Furniture
- Dining Room Furniture
- Bedroom Furniture
- Outdoor Furniture
- Bar Furniture
- Plastic Furniture
- Modular Furniture
- Wrought Iron Furniture
- Inflatable/Folding Furniture
- Antique and Vintage Furniture
- Wicker/Cane/Bamboo Furniture
- Recliners/Bean Bags
- Ottomans and Pouffes
- Screens and Dividers/ Shelves and Cabinets
- Accent Tables and Chairs
- Shoes and Magazine Racks
- Mattresses and Pillows
- Sofa-cum-Beds and Futons
- Handcraft Furniture
- Decorative Furniture



**| Automation and IoT @Home**

- Wired Home Automation
- Wireless Home Automation
- Retrofit Home Automation
- Voice Activated Smart Home
- Room Control Units
- Wi-Fi Light Control System
- Automatic Swing Door Opener
- Energy-Friendly Automation
- Security Surveillance
- Everyday Alerts & Notifications
- Consumer Wearables
- System Integration
- Connectivity Modules
- Cyber Security
- Sensors
- Network Optimisation
- IoT Software and Solutions



**| Smart Lighting @Home**

- Smart Lighting & Solutions
- Designer Lights
- Decorative Lighting
- LED Lighting and Display
- Indoor Lighting
- Outdoor Lighting
- Security Lighting
- Technical Lighting
- Fluorescent & Neon Lighting
- Energy Saving Lamps
- HID Incandescent Lamps
- Avenue of Chandeliers
- Lighting Accessories



**| Adventure & Fitness @Home**

- Adventure Equipment
- Gears, Helmets and Accessories
- Helmets, Caps and Eye Protectors
- Tents and Camping Equipment
- Camping Furniture
- Travel Accessories
- Communication and Navigation Systems
- Bags and Backpacks
- Sleeping Bags
- Headlamps and Lights
- Safety Equipments
- Outdoor and Adventure Clothes
- Outdoor and Adventure Shoes
- Fitness Equipments & Accessories
- Yoga and Workout Mats

EXHIBITORS



## EXHIBITOR FEEDBACK

"On the first day itself we had over 30 positive inquiries with regards to buying and selling our fabric. On this international platform buyers are attracted seeing Thailand and its products here and are interested in doing business with us."

**Wiwat Hirunpruk**  
THTI (Thailand)

"This is a good platform. We actually came here to learn about the market but the response we are getting is so positive that we are planning to exhibit next year and also bring other companies from Bangladesh to participate in 2019."

**Shameem Jahangir**  
SJR Crafts Ltd. (Bangladesh)

"It is our first visit to this show and we are quite happy to have come here. It gave us exposure to traffic that's coming in from local Mumbai and other parts of India such as store owners & interior design firms. We exhibit all over the world and we like the fact that you are giving a platform where Indian art and materials are put on display for Indian people instead of being exported right away. People are surprised that this kind of quality is available in the Indian market and are pleased to see us and our products here."

**Rishi Hara**  
Union Home Furniture

"You have created a unique concept where producers from the world's two great industrial nations are exhibiting their products on a common platform. For us, the positive is that we have had genuine business people coming in confirming that this show is a genuine B2B exhibition."

**Nehal Ganatra**  
Bhalaria Metal Craft



## BUYER FEEDBACK

"I liked the diversity and different industry categories here. I was able to meet with footwear, yoga accessories and fabric manufacturers from different parts of China at this one location itself, so I am quite pleased with this show."

**Lyndon Pinto**, Business Manager  
International Sourcing, Future Retail Ltd.

"We really appreciate your hard work in organizing such a great event. This event was very useful in enhancing our supplier base and request you to organize the similar events in future with more number of suppliers and product range."

**Ray Ng**, Managing Director  
WLS Furnishing Sdn Bhd (Malaysia)

"This is a good initiative by Worldex India to bring all suppliers from across Asia and India on one platform to create business opportunities for businessmen. We met many quality suppliers here and are in the process of initiating business with them."

**Ibrahim Hossen**, Director Sales  
Youth Technology (Bangladesh)

"I am very happy I came to the show as it is well organized, well planned and most importantly for me it is a one stop solution for retailer."

**Aniruddha Yadav**, Business Head  
Avelar Trading LP Ltd. (UAE)



## International Buyers from 16 Countries

Bangladesh	China	Hong Kong	Japan	USA	Malaysia	Nepal	Qatar
Saudi Arabia	South Africa	Thailand	Turkey	UAE	UK	Vietnam	West Indies



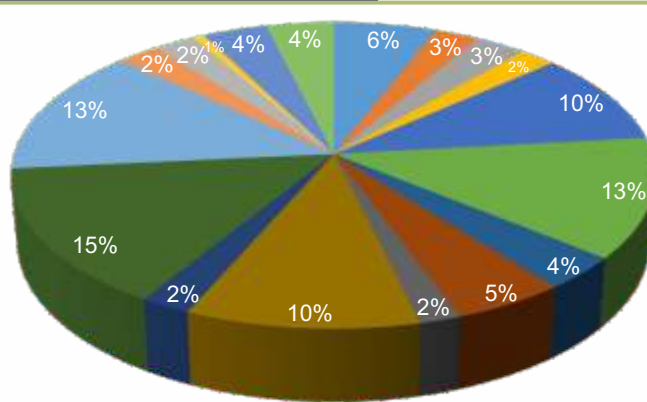
## Buyers from 21 Indian States

- ★ Andaman & Nicobar Islands
- ★ Chhattisgarh
- ★ Jammu & Kashmir
- ★ Maharashtra
- ★ Uttar Pradesh
- ★ Andhra Pradesh
- ★ Delhi
- ★ Jharkhand
- ★ Orissa
- ★ Uttarakhand
- ★ Assam
- ★ Goa
- ★ Karnataka
- ★ Punjab
- ★ West Bengal
- ★ Bihar
- ★ Gujarat
- ★ Kerala
- ★ Tamil Nadu
- ★ Tripura
- ★ Haryana
- ★ Madhya Pradesh

### BUYERS' PROFILE

25%	Manager
20%	Proprietor
20%	Director
7%	Owner
6%	Adminstrator
6%	General Manager
6%	Business Developer
5%	Vice President
3%	Founder
3%	CEO
3%	President

### BUYERS' NATURE OF BUSINESS



- Architects & Interior Designer
- Franchisors
- Brand Owners
- Importers
- Buying Agents & Trading Houses
- Large Format Retailers
- Corporate Sourcing Heads
- Manufacturers
- Dealers
- SMEs & MSMEs
- Distributors
- Suppliers
- E- tailers
- Trade Associations
- Exporters
- Wholesalers
- Others

### TOP VISITED BRANDS



DÉCOR  
@HOME



SMART LIGHTING  
@HOME



KITCHEN  
ESSENTIALS  
AND BATHROOM  
ACCESSORIES  
@HOME



FURNITURE  
@HOME

TABLE AND  
GLASSWARE  
@HOME



## VISITORS' PROFILE

- | Retailers
- | Large Format Retailers
- | E-tailers
- | Importers
- | Retail Chain Aggregators
- | Buying & Trading Houses
- | Distributors & Dealers
- | Wholesalers & Agents
- | Corporate Sourcing Heads
- | Architects & Interior Designers
- | Government Procurement Agencies
- | Trade Associations
- | Brand Owners
- | SMEs and MSMEs
- | Manufacturers
- | Entrepreneurs
- | HORECA (Hotel/Restaurant/Café)



AUTOMATION  
& IoT  
@HOME



SMART SECURITY  
@HOME



AND MANY MORE...

ORGANISED BY



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